

Please amend claims 1, 24, 75, and 95. Please add new claims 133-136. This listing of claims will replace all prior versions, and listings, of this application.

Listing of Claims:

Sub D7

1. (currently amended) A system in which local advertisements are distributed to user television equipment on which an interactive television program guide is implemented, comprising:

a main facility that provides a data stream;

means for distributing local advertisements to the user television equipment a distribution facility that receives the data stream, inserts local advertisements into the data stream, and distributes the local advertisements to user television equipment, wherein the local advertisements are specific to a particular geographic region;

means for using the interactive television program guide to display the local advertisements; and

means for providing a user with an opportunity to use the interactive television program guide to select the local advertisements.

2. (original) The system defined in claim 1 wherein the means for distributing the local advertisements further comprises means for transmitting the local

advertisements from a television distribution facility to the user television equipment.

✓ 3. (original) The system defined in claim 1 wherein the means for distributing the local advertisements further comprises means for transmitting the local advertisements to a television distribution facility as part of a global data stream.

cl ✓ 4. (original) The system defined in claim 1 wherein the means for distributing the local advertisements further comprises means for transmitting the local advertisements to a television distribution facility as part of a global data stream that contains global advertisements.

✓ 5. (original) The system defined in claim 1 wherein the means for distributing the local advertisements further comprises:

means for transmitting the local advertisements to a television distribution facility as part of a global data stream; and

means for transmitting the local advertisements from the television distribution facility to the user television equipment.

6. (original) The system defined in claim 1 wherein the means for distributing the local advertisements further comprises:

means for transmitting a global data stream to a television distribution facility;

means for inserting the local advertisements into the global data stream at the television distribution facility; and

means for transmitting the local advertisements from the television distribution facility to the user television equipment as part of the global data stream.

7. (original) The system defined in claim 1 wherein the means for distributing the local advertisements further comprises:

means for transmitting a global data stream comprising global advertisements to a television distribution facility;

means for inserting the local advertisements into the global data stream at the television distribution facility; and

means for transmitting the local advertisements from the television distribution facility to the user television equipment as part of the global data stream.

8. (original) The system defined in claim 1 wherein the means for distributing the local advertisements further comprises:

means for transmitting a global data stream comprising global advertisements to a television distribution facility;

means for inserting the local advertisements into the global data stream by overwriting the global advertisements at the television distribution facility; and

means for transmitting the local advertisements from the television distribution facility to the user television equipment as part of the global data stream.

9. (original) The system defined in claim 1 wherein the means for distributing the local advertisements further comprises:

means for transmitting a global data stream comprising bandwidth reserved for local advertisements to a television distribution facility;

means for inserting the local advertisements into the global data stream in the reserved bandwidth at the television distribution facility; and

means for transmitting the local advertisements from the television distribution facility to

the user television equipment as part of the global data stream.

10. (original) The system defined in claim 1 wherein the means for distributing the local advertisements further comprises:

means for transmitting a global data stream comprising slots reserved for local advertisements to a television distribution facility;

means for inserting the local advertisements into the global data stream in the reserved slots at the television distribution facility; and

means for transmitting the local advertisements from the television distribution facility to the user television equipment as part of the global data stream.

11. (original) The system defined in claim 1 wherein the means for distributing the local advertisements further comprises:

means for transmitting a global data stream comprising global advertisements and having bandwidth reserved for local advertisements to a television distribution facility;

means for inserting the local advertisements into the global data stream in the reserved bandwidth at the television distribution facility; and

means for transmitting the local advertisements and the global advertisements from the television distribution facility to the user television equipment as part of the global data stream.

12. (original) The system defined in claim 1 wherein the means for distributing the local advertisements further comprises:

means for transmitting a global data stream comprising global advertisements to a television distribution facility;

means for transmitting the global data stream from the television distribution facility to the user television equipment; and

means for transmitting the local advertisements from the television distribution facility to the user television equipment as a separate data stream from the global data stream.

13. (original) The system defined in claim 1 wherein the means for distributing the local advertisements further comprises:

means for transmitting global advertisements  
at a television distribution facility;

means for providing local advertisements to  
the television distribution facility; and

means for transmitting the global  
advertisements and the local advertisements from the  
television distribution facility to the user television  
equipment.

c) 14. (original) The system defined in claim 1  
wherein the means for distributing the local advertisements  
further comprises:

means for transmitting global advertisements  
and program guide information to a television distribution  
facility;

means for providing local advertisements at  
the television distribution facility; and

means for transmitting the program guide  
information, the global advertisements, and the local  
advertisements from the television distribution facility to  
the user television equipment.

: 15. (original) The system defined in claim 1  
wherein program guide data and global advertisements are  
stored at a main facility, and wherein the means for  
distributing the local advertisements further comprises:

means for transmitting the program guide data and global advertisements from the main facility to a television distribution facility;

means for providing local advertisements at the television distribution facility; and

means for transmitting the program guide data, the global advertisements, and the local advertisements from the television distribution facility to the user television equipment.

16. (original) The system defined in claim 1 wherein the means for using the interactive television program guide to display the local advertisements further comprises:

means for displaying a global advertisement that may be selected by a user with the interactive television program guide; and

means for displaying a corresponding local advertisement with content related to the content of the global advertisement whenever the user selects the global advertisement.

17. (original) The system defined in claim 1 wherein the means for using the interactive television program guide to display the local advertisements further comprises:



means for displaying a global advertisement that may be selected by a user with the interactive television program guide; and

means for displaying a corresponding full-screen local advertisement whenever the user selects the global advertisement.

18. (original) The system defined in claim 1 wherein the means for using the interactive television program guide to display the local advertisements further comprises:

means for displaying global advertisements with the interactive television program guide; and

means for cycling the display of the global advertisements and the local advertisements.

19. (original) The system defined in claim 1 wherein the means for using the interactive television program guide to display the local advertisements further comprises:

means for displaying global banner advertisements with the interactive television program guide; and

means for cycling the display of the global banner advertisements and the local advertisements.

20. (original) The system defined in claim 1 further comprising means for displaying global advertisements with the interactive television program guide.

21. (original) The system defined in claim 1 further comprising means for displaying a program listings region with the interactive television program guide.

22. (original) The system defined in claim 1 further comprising:

means for displaying global advertisements with the interactive television program guide; and  
means for displaying a program listings regions.

23. (original) The system defined in claim 1 wherein the means for distributing the local advertisements further comprises:

means for transmitting global advertisements and program guide information to a television distribution facility;  
means for providing local advertisements at the television distribution facility;

means for transmitting the program guide information, the global advertisements, and the local advertisements from the television distribution facility to the user television equipment;

means for displaying the global advertisements with the interactive television program guide; and

means for displaying a program listings region comprising the program guide information with the interactive television program guide.

24. (currently amended) A method for using a system in which local advertisements are distributed to user television equipment on which an interactive television program guide is implemented, comprising the steps of:

providing a data stream from a main facility;  
distributing the local advertisements to the user television equipment using a distribution facility that receives the data stream, inserts local advertisements into the data stream, and distributes the local advertisements to user television equipment, wherein the local advertisements are specific to a particular geographic region;

using the interactive television program guide to display the local advertisements; and

providing a user with an opportunity to use the interactive television program guide to select the local advertisements.

25. (original) The method defined in claim 24 wherein the step of distributing the local advertisements further comprises the step of transmitting the local advertisements from a television distribution facility to the user television equipment.

26. (original) The method defined in claim 24 wherein the step of distributing the local advertisements further comprises the step of transmitting the local advertisements to a television distribution facility as part of a global data stream.

27. (original) The method defined in claim 24 wherein the step of distributing the local advertisements further comprises the step of transmitting the local advertisements to a television distribution facility as part of a global data stream that contains global advertisements.

28. (original) The method defined in claim 24 wherein the step of distributing the local advertisements further comprises the steps of:

transmitting the local advertisements to a television distribution facility as part of a global data stream; and

transmitting the local advertisements from the television distribution facility to the user television equipment.

29. (original) The method defined in claim 24 wherein the step of distributing the local advertisements further comprises the steps of:

transmitting a global data stream to a television distribution facility;

inserting the local advertisements into the global data stream at the television distribution facility; and

transmitting the local advertisements from the television distribution facility to the user television equipment as part of the global data stream.

30. (original) The method defined in claim 24 wherein the step of distributing the local advertisements further comprises the steps of:

transmitting a global data stream comprising global advertisements to a television distribution facility;

inserting the local advertisements into the  
global data stream at the television distribution facility;  
and

transmitting the local advertisements from  
the television distribution facility to the user television  
equipment as part of the global data stream.

31. (original) The method defined in claim 24  
wherein the step of distributing the local advertisements  
further comprises the steps of:

transmitting a global data stream comprising  
global advertisements to a television distribution facility;

inserting the local advertisements into the  
global data stream at the television distribution facility  
by overwriting the global advertisements; and

transmitting the local advertisements from  
the television distribution facility to the user television  
equipment as part of the global data stream.

32. (original) The method defined in claim 24  
wherein the step of distributing the local advertisements  
further comprises the steps of:

transmitting a global data stream comprising  
bandwidth reserved for local advertisements to a television  
distribution facility;

inserting the local advertisements into the global data stream in the reserved bandwidth at the television distribution facility; and

transmitting the local advertisements from the television distribution facility to the user television equipment as part of the global data stream.

33. (original) The method defined in claim 24 wherein the step of distributing the local advertisements further comprises the steps of:

transmitting a global data stream comprising slots reserved for local advertisements to a television distribution facility;

inserting the local advertisements into the global data stream in the reserved slots at the television distribution facility; and

transmitting the local advertisements from the television distribution facility to the user television equipment as part of the global data stream.

34. (original) The method defined in claim 24 wherein the step of distributing the local advertisements further comprises the steps of:

transmitting a global data stream comprising global advertisements and having bandwidth reserved for local advertisements to a television distribution facility;

inserting the local advertisements into the global data stream in the reserved bandwidth at the television distribution facility; and

transmitting the local advertisements and the global advertisements from the television distribution facility to the user television equipment as part of the global data stream.

c) 35. (original) The method defined in claim 24 wherein the step of distributing the local advertisements further comprises:

step of transmitting a global data stream comprising global advertisements to a television distribution facility;

step of transmitting the global data stream from the television distribution facility to the user television equipment; and

step of transmitting the local advertisements from the television distribution facility to the user television equipment as a separate data stream from the global data stream.

36. (original) The method defined in claim 24 wherein the step of distributing the local advertisements further comprises the steps of:



transmitting global advertisements to a television distribution facility;

providing local advertisements at the television distribution facility; and

transmitting the global advertisements and the local advertisements from the television distribution facility to the user television equipment.

37. (original) The method defined in claim 24 wherein the step of distributing the local advertisements further comprises the steps of:

transmitting global advertisements and program guide information to a television distribution facility;

providing local advertisements at the television distribution facility; and

transmitting the program guide information, the global advertisements, and the local advertisements from the television distribution facility to the user television equipment.

38. (original) The method defined in claim 24 wherein program guide data and global advertisements are stored at a main facility, and wherein the step of distributing the local advertisements further comprises the steps of:

transmitting the program guide data and  
global advertisements from the main facility to a television  
distribution facility;

providing local advertisements at the  
television distribution facility; and

transmitting the program guide data, the  
global advertisements, and the local advertisements from the  
television distribution facility to the user television  
equipment.

39. (original) The method defined in claim 24  
wherein the step of using the interactive television program  
guide to display the local advertisements further comprises  
the steps of:

displaying a global advertisement that may be  
selected by a user with the interactive television program  
guide; and

displaying a corresponding local  
advertisement with content related to the content of the  
global advertisement whenever the user selects the global  
advertisement.

40. (original) The method defined in claim 24  
wherein the step of using the interactive television program  
guide to display the local advertisements further comprises  
the steps of:

displaying a global advertisement that may be selected by a user with the interactive television program guide; and

displaying a corresponding full-screen local advertisement whenever the user selects the global advertisement.

41. (original) The method defined in claim 24 wherein the step of using the interactive television program guide to display the local advertisements further comprises the steps of:

displaying global advertisements with the interactive television program guide; and

cycling the display of the global advertisements and the local advertisements.

42. (original) The method defined in claim 24 wherein the step of using the interactive television program guide to display the local advertisements further comprises the steps of:

displaying global banner advertisements with the interactive television program guide; and

cycling the display of the global banner advertisements and the local advertisements.

43. (original) The method defined in claim 24 further comprising step of displaying global advertisements with the interactive television program guide.

44. (original) The method defined in claim 24 further comprising step of displaying a program listings region with the interactive television program guide.

45. (original) The method defined in claim 24 further comprising the steps of:

displaying global advertisements with the interactive television program guide; and

displaying a program listings region with the interactive television program guide.

46. (original) The method defined in claim 24 wherein the step of distributing the local advertisements further comprises the steps of:

transmitting global advertisements and program guide information to a television distribution facility;

providing local advertisements at the television distribution facility;

transmitting the program guide information, the global advertisements, and the local advertisements from

the television distribution facility to the user television equipment;

displaying the global advertisements with the interactive television program guide; and

displaying a program listings region comprising the program guide information with the interactive television program guide.

C1  
Claims 47-74 (cancelled)

75. (currently amended) A system in which local advertisements are displayed on user television equipment, the system comprising:

a main facility that provides a data stream;

a television distribution facility that distributes local advertisements to the user television equipment that receives the data stream, inserts local advertisements into the data stream, and distributes the local advertisements to user television equipment, wherein the local advertisements are specific to a particular geographic region;

an interactive television program guide that is implemented on the user television equipment, wherein the interactive television program guide displays the local advertisements; and

a control interface that provides a user with an opportunity to interact with the interactive television program guide to select the local advertisements.

76. (original) The system defined in claim 75 further comprising a main facility that transmits the local advertisements to the television distribution facility as part of a global data stream.

77. (original) The system defined in claim 75 further comprising a main facility that transmits the local advertisements to the television distribution facility as part of a global data stream that comprises global advertisements.

78. (original) The system defined in claim 76, wherein the television distribution facility:

inserts the local advertisements into the global data stream; and

transmits the local advertisements to the user television equipment as part of the global data stream.

79. (original) The system defined in claim 77, wherein the television distribution facility:

inserts the local advertisements into the global data stream; and

transmits the local advertisements to the user television equipment as part of the global data stream.

80. (original) The system defined in claim 77, wherein the television distribution facility:

inserts the local advertisements into the global data stream by overwriting the global advertisements; and

transmits the local advertisements to the user television equipment as part of the global data stream.

81. (original) The system defined in claim 75 further comprising:

a main facility that transmits a global data stream comprising bandwidth reserved for local advertisements to the television distribution facility; and

wherein the television distribution facility inserts the local advertisements into the global data stream in the reserved bandwidth at the television distribution facility, and transmits the local advertisements to the user television equipment as part of the global data stream.

82. (original) The system defined in claim 75 further comprising:

a main facility that transmits a global data stream comprising slots reserved for local advertisements to the television distribution facility; and

wherein the television distribution facility equipment inserts the local advertisements into the global data stream in the reserved slots, and transmits the local advertisements to the user television equipment as part of the global data stream.

83. (original) The system defined in claim 75 further comprising:

a main facility that transmits a global data stream comprising global advertisements and having bandwidth reserved for local advertisements to the television distribution facility; and

wherein the television distribution facility inserts the local advertisements into the global data stream in the reserved bandwidth, and transmits the local advertisements and the global advertisements to the user television equipment as part of the global data stream.

84. (original) The system defined in claim 75 further comprising:

a main facility that transmits a global data stream comprising global advertisements to the television distribution facility; and



wherein the television distribution facility transmits the global data stream to the user television equipment, and transmits the local advertisements to the user television equipment as a separate data stream from the global data stream.

85. (original) The system defined in claim 75 further comprising:

a main facility that transmits global advertisements to the television distribution facility;  
a local advertisement source provides the local advertisements to the television distribution facility; and

wherein the television distribution facility transmits the global advertisements and the local advertisements to the user television equipment.

86. (original) The system defined in claim 75 further comprising:

a main facility that transmits global advertisements and program guide information to the television distribution facility;

a local advertisement source provides the local advertisements to the television distribution facility; and

wherein the television distribution facility transmits the program guide information, the global advertisements, and the local advertisements to the user television equipment.

87. (original) The system defined in claim 75, wherein the interactive television program guide:

displays a global advertisement that may be selected by a user with the control interface; and

displays a corresponding local advertisement with content related to the content of the global advertisement whenever the user selects the global advertisement.

88. (original) The system defined in claim 75, wherein the interactive television program guide:

displays a global advertisement that may be selected by a user with the control interface; and

displays a corresponding full-screen local advertisement whenever the user selects the global advertisement.

89. (original) The system defined in claim 75, wherein the interactive television program guide:

displays global advertisements; and

cycles the display of the global advertisements and the local advertisements.

90. (original) The system defined in claim 75, wherein the interactive television program guide:

displays global banner advertisements with the interactive television program guide; and

cycles the display of the global banner advertisements and the local advertisements.

91. (original) The system defined in claim 75, wherein the interactive television program guide displays global advertisements.

92. (original) The system defined in claim 75, wherein the interactive television program guide displays a program listings region on the user television equipment.

93. (original) The system defined in claim 75, wherein the interactive television program guide:

displays global advertisements with the interactive television program guide; and

displays a program listings region.

94. (original) The system defined in claim 75 further comprising:

a main facility that transmits global advertisements and program guide information to the television distribution facility;

a local advertisement source provides local advertisements to the television distribution facility;

wherein the television distribution facility transmits the program guide information, the global advertisements, and the local advertisements to the user television equipment; and

wherein the interactive television program guide displays the global advertisements, and a program listings region comprising the program guide information.

95. (currently amended) A machine readable medium encoded with machine-readable instructions for use in a system in which local advertisements are distributed to user television equipment on which an interactive television program guide is implemented, the machine-readable instructions comprising:

providing a data stream from a main facility;  
~~distributing the local advertisements to the~~  
~~user television equipment~~ using a distribution facility that  
receives the data stream, inserts local advertisements into  
the data stream, and distributes the local advertisements to  
user television equipment, wherein the local advertisements are specific to a particular geographic region;

using the interactive television program guide to display the local advertisements; and

providing a user with an opportunity to use the interactive television program guide to select the local advertisements.

96. (original) The machine readable medium defined in claim 95, wherein the machine-readable instructions that distribute the local advertisements further comprises transmitting the local advertisements from a television distribution facility to the user television equipment.

97. (original) The machine readable medium defined in claim 95, wherein the machine-readable instructions that distribute the local advertisements further comprises transmitting the local advertisements to a television distribution facility as part of a global data stream.

98. (original) The machine readable medium defined in claim 95, wherein the machine-readable instructions that distribute the local advertisements further comprises transmitting the local advertisements to a television distribution facility as part of a global data stream that comprises global advertisements.

99. (original) The machine readable medium defined in claim 95, wherein the machine-readable instructions that distribute the local advertisements further comprises:

transmitting the local advertisements to a television distribution facility as part of a global data stream; and

transmitting the local advertisements from the television distribution facility to the user television equipment.

100. (original) The machine readable medium defined in claim 95, wherein the machine-readable instructions that distribute the local advertisements further comprises:

transmitting a global data stream to a television distribution facility;

inserting the local advertisements into the global data stream at the television distribution facility; and

transmitting the local advertisements from the television distribution facility to the user television equipment as part of the global data stream.

101. (original) The machine readable medium defined in claim 95, wherein the machine-readable

instructions that distribute the local advertisements  
further comprises:

transmitting a global data stream comprising  
global advertisements to a television distribution facility;  
inserting the local advertisements into the  
global data stream at the television distribution facility;  
and

transmitting the local advertisements from  
the television distribution facility to the user television  
equipment as part of the global data stream.

102. (original) The machine readable medium  
defined in claim 95, wherein the machine-readable  
instructions that distributes the local advertisements  
further comprises:

transmitting a global data stream comprising  
global advertisements to a television distribution facility;  
inserting the local advertisements into the  
global data stream at the television distribution facility  
by overwriting the global advertisements; and

transmitting the local advertisements from  
the television distribution facility to the user television  
equipment as part of the global data stream.

103. (original) The machine readable medium  
defined in claim 95, wherein the machine-readable

instructions that distribute the local advertisements  
further comprises:

transmitting a global data stream comprising  
bandwidth reserved for local advertisements to a television  
distribution facility;

inserting the local advertisements into the  
global data stream in the reserved bandwidth at the  
television distribution facility; and

transmitting the local advertisements from  
the television distribution facility to the user television  
equipment as part of the global data stream.

104. (original) The machine readable medium  
defined in claim 95, wherein the machine-readable  
instructions that distribute the local advertisements  
further comprises:

transmitting a global data stream comprising  
slots reserved for local advertisements to a television  
distribution facility;

inserting the local advertisements into the  
global data stream in the reserved slots at the television  
distribution facility; and

transmitting the local advertisements from  
the television distribution facility to the user television  
equipment as part of the global data stream.



105. (original) The machine readable medium defined in claim 95, wherein the machine-readable instructions that distribute the local advertisements further comprises:

transmitting a global data stream comprising global advertisements and having bandwidth reserved for local advertisements to a television distribution facility;

inserting the local advertisements into the global data stream in the reserved bandwidth at the television distribution facility; and

transmitting the local advertisements and the global advertisements from the television distribution facility to the user television equipment as part of the global data stream.

106. (original) The machine readable medium defined in claim 95, wherein the machine-readable instructions that distribute the local advertisements further comprises:

transmitting a global data stream comprising global advertisements to a television distribution facility;

transmitting the global data stream from the television distribution facility to the user television equipment; and

transmitting the local advertisements from the television distribution facility to the user television

equipment as a separate data stream from the global data stream.

107. (original) The machine readable medium defined in claim 95, wherein the machine-readable instructions that distribute the local advertisements further comprises:

transmitting global advertisements to a television distribution facility;

providing local advertisements at the television distribution facility; and

transmitting the global advertisements and the local advertisements from the television distribution facility to the user television equipment.

108. (original) The machine readable medium defined in claim 95, wherein the machine-readable instructions that distribute the local advertisements further comprises:

transmitting global advertisements and program guide information to a television distribution facility;

providing local advertisements at the television distribution facility; and

transmitting the program guide information, the global advertisements, and the local advertisements from

the television distribution facility to the user television equipment.

109. (original) The machine readable medium defined in claims 95, wherein program guide data and global advertisements are stored at a main facility, and wherein the machine-readable instructions that comprises:

transmitting the program guide data and global advertisements from the main facility to a television distribution facility;

providing local advertisements at the television distribution facility; and

transmitting the program guide data, the global advertisements, and the local advertisements from the television distribution facility to the user television equipment.

110. (original) The machine readable medium defined in claim 95, wherein the machine-readable instructions that use the interactive television program guide to display the local advertisements further comprises:

displaying a global advertisement that may be selected by a user with the interactive television program guide; and

displaying a corresponding local advertisement with content related to the content of the

global advertisement whenever the user selects the global advertisement.

111. (original) The machine readable medium defined in claim 95, wherein the machine-readable instructions that use the interactive television program guide to display the local advertisements further comprises:  
displaying a global advertisement that may be selected by a user with the interactive television program guide; and

displaying a corresponding full-screen local advertisement whenever the user selects the global advertisement.

112. (original) The machine readable medium defined in claim 95, wherein the machine-readable instructions that use the interactive television program guide to display the local advertisements further comprises:

displaying global advertisements with the interactive television program guide; and  
cycling the display of the global advertisements and the local advertisements.

113. (original) The machine readable medium defined in claim 95, wherein the machine-readable

instructions that use the interactive television program guide to display the local advertisements further comprises:

displaying global banner advertisements with the interactive television program guide; and  
cycling the display of the global banner advertisements and the local advertisements.

114. (original) The machine readable medium defined in claim 95, wherein the machine-readable instructions further comprising displaying global advertisements with the interactive television program guide.

115. (original) The machine readable medium defined in claim 95, wherein the machine-readable instructions further comprising displaying a program listings region with the interactive television program guide.

116. (original) The machine readable medium defined in claim 95, wherein the machine-readable instructions further comprising:  
displaying global advertisements with the interactive television program guide; and  
displaying a program listings region with the interactive television program guide.

117. (original) The machine readable medium defined in claim 95, wherein the machine-readable instructions that distribute the local advertisements further comprises:

transmitting global advertisements and program guide information to a television distribution facility;

providing local advertisements at the television distribution facility;

transmitting the program guide information, the global advertisements, and the local advertisements from the television distribution facility to the user television equipment;

displaying the global advertisements with the interactive television program guide; and

displaying a program listings region comprising the program guide information with the interactive television program guide.

Claims 118-132 (cancelled)

133. (new) A system in which local and global advertisements are distributed to user television equipment on which an interactive television program guide is implemented, comprising:

means for distributing global and local advertisements to the user television equipment, wherein the local advertisements are specific to a particular geographic region;

means for using the interactive television program guide to display the global advertisements;

means for receiving a user selection of the global advertisements; and

means for displaying a local advertisement that corresponds to the global advertisement selected by the user in response to receiving the user selection.

134. (new) A method for using a system in which local and global advertisements are distributed to user television equipment on which an interactive television program guide is implemented, comprising the steps of:

distributing global and local advertisements to the user television equipment, wherein the local advertisements are specific to a particular geographic region;

using the interactive television program guide to display the global advertisements;

receiving a user selection of the global advertisements; and

displaying a local advertisement that corresponds to the global advertisement selected by the user in response to receiving the user selection.

135. (new) A system in which local and global advertisements are displayed on user television equipment, the system comprising:

② a television distribution facility that distributes global and local advertisements to the user television equipment, wherein the local advertisements are specific to a particular geographic region;

an interactive television program guide that displays the global advertisements;

a control interface that receives a user selection of the global advertisements; and

wherein the interactive television program guide displays a local advertisement that corresponds to the global advertisement selected by the user in response to receiving the user selection.

136. (new) A machine readable medium encoded with machine-readable instructions for use in a system in which local and global advertisements are distributed to user television equipment on which an interactive television program guide is implemented, the machine-readable instructions comprising:



distributing global and local advertisements  
to the user television equipment, wherein the local  
advertisements are specific to a particular geographic  
region;

using the interactive television  
program guide to display the global advertisements;

receiving a user selection of the  
global advertisements; and

displaying a local advertisement that  
corresponds to the global advertisement selected by the user  
in response to receiving the user selection.

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